

GRAND OPENING

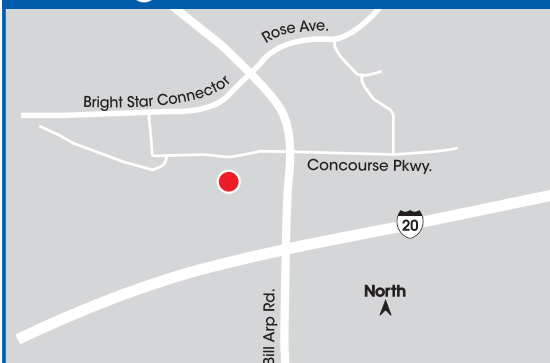
MAY 9-11

academy.com/douglasville



DOUGLASVILLE, GA

7200 Concourse Pkwy.
Douglasville, GA 30134



Store Hours: Mon.-Sat. 8am-10pm
Sun. 9am-8pm

3-DAY EVENT

Friday
May 9

FREE pair of **Crocs**¹ to the first 100 customers.

Up to \$49.99; 1 pair per person; must be 18 years or older.



Saturday
May 10

FREE **Berkley** Tackle Bag¹ to the first 100 customers.

ARV \$29.99; 1 bag per person; must be 18 years or older.



Sunday
May 11

Kids fish **FREE** in our **Shakespeare** catch tank



¹All giveaways, prizes, and food samples available while supplies last. No rain checks.
See back page for more events Visit academy.com/douglasville for full schedule.

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FRIDAY HOT DEALS

Prices good at the Douglasville, GA store only. Prices valid Friday, May 9, 2014 only.
All Hot Deals are limited to stock on hand. No rain checks. Selection and prices vary by store.

APPAREL

HOT DEAL
\$10⁰⁰

All Men's
Wrangler® Jeans

Wrangler



HOT DEAL
5⁹⁹

was...7.99

Women's BCG
Mesh Shorts
Style SGBBCWA5048



HOT DEAL
5⁹⁹

was...7.99

Juniors' BCG
Mesh Shorties
Style SGBBCJA5011



...bcg™

HOT DEAL
7⁹⁹

was...9.99

Women's BCG
Poly Bras or
Volley Shorts
Styles SGBBCWB0003,
SGBBCWB6006



HOT DEAL
16⁹⁹

was...19.99

Men's adidas
2-Pk.
Performance
Boxer Briefs
• Available in
3, 6, or 9 in.

adidas



find
more
options

see store associate or
shop academy.com
today

HOT DEAL
\$1⁰⁰

Sun Care
Style ZAS001

Academy
SPORTS+OUTDOORS



FOOTWEAR

HOT DEAL
59⁹⁹

was...69.99

Women's Nike
Anodyne
Running Shoes

Styles 616598-003,
616598-400



HOT DEAL
49⁹⁹

was...54.99

Men's Nike
Flex Experience
Run 2
Running Shoes

Style 599517-011



HOT DEAL
49⁹⁹

was...54.99

Women's Nike
Flex 3
Training Shoes

Style 580374-009



HOT DEAL
79⁹⁹

was...99.99

Men's
Justin Stampede
Square-Toe
Western
Work Boots

Style WK4682

STAMPEDE
COLLECTION



HOT DEAL
9⁹⁹

was...13.99

Men's Nike
Dri-FIT Elite
Basketball
Crew Socks

Styles SX3693-007,
SX3693-107,
SX3693-441,
SX3693-601



Be the
first to know.

Text **ACADEMY** to **22369** to receive Hot Deals, events and promotions all year long.

Texting "ACADEMY" to 22369 (your "Text") authorizes Academy to send you up to 3 texts/week at the number you provide; texts are sent using an automated dialing system. Your Text is your binding electronic signature, and indicates acceptance of all those terms, and consent to receive this disclosure electronically. Consent is not a condition of purchase. Reply HELP for help; reply STOP for withdrawal of your consent. Msg. and Data Rates May Apply.

FISHING & HUNTING



HOT DEAL
179⁹⁹

was...199.99

Harrington & Richardson Pardner Protector Shotgun

Style NP1-P18

- Gauge: 12 • Capacity: 4+1 • Action: pump
- Barrel length: 18.5 in. • Stock: black synthetic

HOT DEAL

5²⁹

was...5.49

RIO

Rio Game Load

- 12 or 20 gauge
- 7.5 or 8 shot
- 2.75 in.
- 25-rd. box



HOT DEAL

49⁹⁹

was...59.99

H2O Xpress
Realtree Max-4
Camo
Casting Rod

Style 020635447



HOT DEAL

19⁹⁹

was...99.99

McKenzie
Shotblocker
Crossbow
Target

Style 20860



HOT DEAL

24⁹⁹

was...29.99

Camillus
Carnivore Multi-Use
Fixed-Blade Knife

Style 19074

- Sheath included



CAMILLUS
Quality Knives Since 1876

HOT DEAL

14⁹⁹

was...19.99

Youth Barnett
Buck Commander
Lil' Sioux
Recurve Bow

Style 1094

- Adjustable draw length: 18-22 in.



OUTDOOR SPORTS



HOT DEAL
149⁹⁹

was...199.99

Spalding
54-in. Portable
Basketball System
Style 6629IT



HOT DEAL
49⁹⁹

was...79.99

Head TI S6
Tennis Racquet
Style 236005

HOT DEAL
79⁹⁹

was...99.99

Razor E90
Electric Scooter
Style 13111441



HOT DEAL
159⁹⁹

was...199.99

Mosaic 29-in.
Fuego Grande
Fire Pit
Style FSMVPT2042



OUTDOOR LIVING

HOT DEAL
39⁹⁹

was...49.99

Magellan Outdoors
Rocker Chair
Style FSMGPT0013



HOT DEAL
39⁹⁹

was...57.99

Mosaic
Porch Bench
Style FSMVPT2005, FSMVPT2032, FSMVPT2034



HOT DEAL
249⁹⁹

was...279.99

Outdoor Gourmet
Triton 4-Burner
Propane and
Charcoal Grill
Style CG3023E

Outdoor Gourmet



Find a lower price, we'll match it.

Visit academy.com/pricematch for details.

SATURDAY & SUNDAY HOT DEALS

Prices good at the Douglasville, GA store only. Prices only valid Saturday, May 10 and Sunday, May 11, 2014. All Hot Deals are limited to stock on hand. No rain checks. Selection and prices vary by store.

APPAREL

HOT DEAL

14⁹⁹

was...19.99

Men's Nike University of Georgia Classic Arch T-Shirts

Style 00024838X-GG6



HOT DEAL

3⁹⁹

was...4.99

Men's BCG Cotton Crew Neck Tees

Styles SGBDMA1000



HOT DEAL

9⁹⁹

was...12.99

Men's BCG 8 or 10-in. Compression Shorts

Styles SGBCMP6011, SGBCMP6012



HOT DEAL

14⁹⁹

was...19.99

Men's PGA Tour Airflux Solid Performance Polo Shirts

Style PVKF3055-749



HOT DEAL

17⁹⁹

was...22.99

Women's University of Georgia or Georgia Tech Liquid Jersey T-Shirts

Styles P-CD465GTU, P-CD465GAU



find more options

products, styles, sizes

see store associate or shop academy.com today

HOT DEAL

16⁹⁹

was...19.99

Men's Nike Graphic Tees



HOT DEAL

19⁹⁹

was...24.99

Women's Nike Flow Tanks

Style 530980



HOT DEAL

21⁹⁹

was...26.99

Women's Nike Tempo Shorts

Style 716453



gift CARDS



The perfect gift for every occasion

Free standard shipping on academy.com gift card purchases



FOOTWEAR

HOT DEAL

49⁹⁹

was...59.99

Men's Nike Air Velocitrainer Training Shoes

Styles 554891-102, 554891-001



free shipping

on footwear or orders over \$39 at academy.com

Limited time offer. Standard shipping only. Exclusions apply. See academy.com.

HOT DEAL

19⁹⁹

was...29.99

Kids' Skechers Serrated Podz Athletic Lifestyle Shoes

Style 95734L-BKYL



HOT DEAL

29⁹⁹

was...39.99

Men's or Women's Magellan Outdoors Laguna Madre Casual Shoes

Style FWMFMC2023



HOT DEAL

39⁹⁹

was...49.99

Kids' PUMA Voltaic 3 Fade Athletic Lifestyle Shoes

Styles 186787-03, 186787-04



HOT DEAL

39⁹⁹

was...44.99

Men's Nike Dart 10 Running Shoes

Styles 580523-002, 580524-002(W)



HOT DEAL

44⁹⁹

was...49.99

Women's Nike Flex Experience Running Shoes

Styles 599548-401, 599548-300



HUNTING & FISHING

HOT DEAL

599⁹⁹

was...799.99

Winchester Fire-Rated 24-Gun Safe

Style ASO-19-11



HOT DEAL

479⁹⁹

was...499.99

Glock 17 Pistol

Style MODEL 17

- Caliber: 9mm
- Capacity: 17+1
- Action: double



HOT DEAL

399⁹⁹

was...449.99

Rio Metallic 5.56 62-gr. Centerfire Rifle Ammo

Style DNX556



HOT DEAL

39⁹⁹

was...59.99

Abu Garcia Blue Max Baitcast Combo

Style BLMAX/661MH

- Gear ratio: 6.2:1
- One-piece design
- 160 yds./12 lbs.



HOT DEAL

19⁹⁹

was...29.99

Zebco Authentic 33 5-ft., 6-in. M Freshwater Spincast Rod and Reel

Style 3490K, 10C, BP4



HOT DEAL

29⁹⁹

was...49.99

H2O Xpress Maxim 200 Spinning Reel

Style FSH2FL1001

- Gear ratio: 5.1:1



HOT DEAL

29⁹⁹

was...39.99

Tournament Choice Line-Spooling Bag

Style FSTCFE0025



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SATURDAY & SUNDAY HOT DEALS

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OUTDOOR LIVING



HOT DEAL

69⁹⁹

was...79.99

Easy Shade 12-ft. x 12-ft.
Pop-Up Canopy
• 64 sq. ft. of shade

Academy
SPORTS+OUTDOORS

HOT DEAL

99⁹⁹

was...109.99

Mosaic 3-pc.
Rocker and Table
Set
Style FSMVPT2047

HOT DEAL

69⁹⁹

was...79.99

igloo
Igloo 152-qt.
MaxCold Cooler
Style 00012628

HOT DEAL

2⁹⁹

was...4.99

Outdoor Gourmet
16.6-lb.
Charcoal Briquets
Style 192-680-046

HOT DEAL

199⁹⁹

was...259.99

Char-Broil
Char-Broil Quantum
Infrared 2-Burner
Propane Urban Grill
Style 463270613

HOT DEAL

6⁹⁹
each
was...9.99

Memory Company
Drinkwear



HOT DEAL

24⁹⁹

was...29.99

MAGELLAN
OUTDOORS
Magellan Outdoors
Director's Chair
Style FSMGPT0006



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HOT DEAL

399⁹⁹
was...499.99

Intex 18-ft.
Round Metal Frame Pool Set
Style 28251EG

INTEX



HOT DEAL

69⁹⁹
was...79.99

Huffy Men's or Women's
Tundra 21-Speed
26-in. Bikes or
Girls' 24-in. Bike
Style 26343



HOT DEAL

9⁹⁹
was...17.99

Nike All-Field
Football
Style T0235-201



HOT DEAL

279⁹⁹
was...299.99

Superior Denver
Wooden Playset
Style YLSUOG0000

superior



HOT DEAL

199⁹⁹
was...224.99

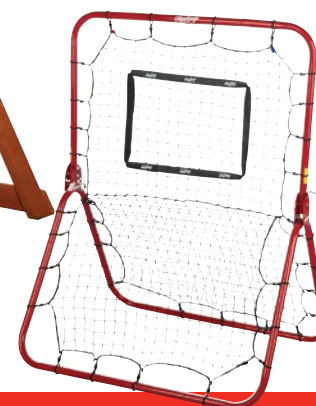
Jump Zone
14-ft. Round
Trampoline
with Enclosure
Style YSLJZOG1021



HOT DEAL

29⁹⁹
was...39.99

Rawlings Deluxe
Ball Return
Style SL82BB1004



Find a lower price, we'll match it.

Visit academy.com/pricematch for details.

GRAND OPENING



DOUGLASVILLE, GA

FRIDAY MAY 9 | 8AM - 4PM*

FREE pair of **Crocs**
to the first 100 Customers,
starting at 8am



Up to \$49.99; Limit 1 pair per customer;
must be 18 years or older.

GAMES

- Register to **WIN** a George Strait autographed guitar, and a \$500 Academy Sports + Outdoors gift card, courtesy of **Wrangler**, starting at 8am
- Shop **Crocs** and **WIN** from 8am - 4pm
(See Crocs table for official rules)
- Guess and **WIN** sponsored by **Jelly Belly** and **Pacific Cycles** from 10am - 4pm
- **Be a STAR** in our **FREE** photo booth from 10am - 4pm
- Everybody wins in the **Columbia** Scratch and **WIN** game, starting at 11am

GIVEAWAYS

- Hourly **Academy Sports + Outdoors** gift card giveaways, starting at 10am
- **FREE** samples from **Jack Link's** beef jerky from 10am - 4pm

SATURDAY MAY 10 | 8AM - 4PM*

FREE tackle bag
to the first 100 Customers
courtesy of **Berkley**, starting at 8am



Must be 18 years or older;
Limit 1 bag (ARV \$29.99) per customer.

GAMES

- Register to **WIN** a \$500 **Academy Sports + Outdoors** gift card, starting at 8am
- Events starting at 10am:**
 - Shop Crocs and **WIN** (See Crocs table for official rules)
 - **Callaway** longest drive contest
 - Kids fish **FREE** in our **Shakespeare** catch tank
 - Visit with **Maurice** tech reps
 - **Daisy** shooting booth
 - **Be a STAR** in our **FREE** photo booth

PRODUCT DEMOS **Reebok**

GIVEAWAYS

- Hourly **Academy Sports + Outdoors** gift card giveaways, starting at 10am
- Cooking demo and **FREE** food samples from **Cajun Injector**, starting at 10am

APPEARANCES

- Meet **Atlanta Braves** 3rd baseman **Chris Johnson** and receive a **FREE** autograph from 11am - Noon



- Berkley Bass Tank, starting at 10am



SUNDAY MAY 11 | 9AM - 4PM*

Kids fish **FREE** in
our **Shakespeare**
catch tank,
starting at Noon



GAMES

- Register to **WIN** a \$500 **Academy Sports + Outdoors** gift card, starting at 9am
- **Be a STAR** in our **FREE** photo booth from 10am - 4pm
- Shop Crocs and **WIN** from 10am - 4pm
(See Crocs table for official rules)
- Events starting at Noon:**
 - Play and **WIN** with the **adidas** gumball machine
 - **TaylorMade** longest drive contest
 - **Wolverine** Plinko game
 - **Spalding** shooting contest

GIVEAWAYS

- **FREE** **Academy Sports + Outdoors** T-Shirt to the first 1,000 customers in line, starting at 9am
- **FREE** hot dogs and bottled water, starting at Noon
- Hourly **Academy Sports + Outdoors** gift card giveaways, starting at Noon

APPEARANCES

- Berkley Bass Tank, starting at Noon



*Event hours. Events subject to change. All giveaways, prizes, and food samples available while supplies last. No rain checks.

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